

#### REMARKS

Reconsideration in view of the foregoing amendments and following remarks is respectfully requested.

1. Regarding Examiner's rejections based on Erkel USP 6,185,850. The Erkel disclosure addresses a different problem than the present invention; further the utility of the present invention is different from that of Erkel. The Erkel disclosure is directed to temporary signage ("pairing apparatus"), such as that used in golf tournaments where particular contestants are paired together for a round of golf, but where later in the tournament different contestants are paired together as a result of play or other factors. In the case addressed by Erkel, there is a need for easy updating of the signage as the tournament progresses. Therefore, Erkel utilizes many separate elements (name slips, or name tag elements, see FIGS. 1, 2, 4-7 and corresponding text) which can be arranged in any order or pairings, as needed, in columns and groups, after they are printed by computer as he suggests. Further, such rearrangement of name tag elements can be done by the contestants themselves (see column 5, lines 24-41). In contrast, the present invention is directed to customized labeling and graphics for a permanent scoreboard. All the desired text and graphics elements are arranged by computer and printed on a one-piece front panel, as illustrated in FIG. 2, and attached to the front of the scoreboard as an efficient custom manufacturing process. The claims of the present invention are distinct from the claims of Erkel due to differences between the methods and due to the different applications and problems being addressed by the methods. Nevertheless, claims 1 and 2 are currently amended to further define over the prior art.

2. Regarding Examiner's obviousness rejections based on Tice USP 2,257,518 and Coopridner et al. USP 5,972,155. The Coopridner et al. improvement provides a repositionable sheet for use as temporary signage, such as to temporarily adhere to a store window. Such a repositionable sheet of Coopridner et al., if applied to a scoreboard such as that of Tice, would produce a temporary graphic element on a scoreboard, so that the graphic element can be easily removed from the scoreboard without damage to the scoreboard. That is not what the present invention is directed to. The present invention is directed to a method of manufacturing a scoreboard with custom graphics, such as team logos and names, advertising graphics, and so forth. The present invention provides a durable custom scoreboard, not a sign which can be easily removed from a scoreboard.

3. Regarding Examiner's obviousness rejections based on Summers USP 2,065,624 and Coopridner et al. USP 5,972,155. The same arguments apply as in item 2 above. Coopridner et al. is directed to creating temporary, removable signage, whereas the present invention is directed to efficiently and cheaply creating a scoreboard with custom graphics.

Claims 1 and 2 have been amended. New claims 3-8 have been added. No new matter has been added.


It is believed that the claims are now in condition for allowance.

If there are any further issues yet to be resolved to advance the prosecution of this patent application to issue, the Examiner is requested to telephone the undersigned counsel.

Reconsideration and allowance is respectfully requested.

Respectfully submitted,

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